AUG 1 6 1988

PHILIP MORRIS, U.S.A. INTEROFFICE CORRESPONDENCE
120 PARK AVENUE, NEW YORK, N.Y. 10017

TO: Mr. V. Smith DATE: August 17, 1988

FROM: D. L. Smith

SUBJECT: ALPINE SEMI-NATIONAL INTRODUCTION

Would you please manufacture the following brands and quantities which are required for the October introduction of Alpine in Regions 2, 3 and 4 and the state of California.

Alpine	Code	1 Month's Allocation	150% Reserve Stock Level	Total Cigs. Required
Full Flavor 85's	920	92,000,000	138,000,000	230,000,000
Full Flavor 100's	930	92,000,000	138,000,000	230,000,000
Lights 85's	940	92,000,000	138,000,000	230,000,000
Lights 100's	950	92,000,000	138,000,000	230,000,000

Of the quantities listed above, 62% of these totals will be required for the October Alpine semi-national introduction.

Alpine	Code	1 Month's Allocation	150% Reserve Stock Level	Total Cigs. Required
Full Flavor 85's	920	57,000,000	86,000,000	143,000,000
Full Flavor 100's	930	57,000,000	86,000,000	143,000,000
Lights 85's	940	57,000,000	86,000,000	143,000,000
Lights 100's	950	57,000,000	86,000,000	143,000,000

The allocation quantities should be available for shipment by October 10, 1988, while reserve stock amounts may be placed into cold storage.

Sales Services personnel will be available for any discussion.

Vic Smith

DLS/ob

cc: T. D. Breedlove
D. Bruno
F. Della Grosse
A. Goldfarb
T. Goodale
J. Illes
A. J. Kay, Jr.
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E. McQuigg
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Source: https://www.industrydocuments.ucsf.edu/docs/ntbk0004